

Working Moms

6,211,410
683,296

TOTAL UNIVERSE / BASE RATE \$75.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



postal

email

Description:

Working Moms are now the rule rather than the exception. Despite their hectic schedules, Working Moms enjoy the challenge and fulfillment of working. Getting the children ready and off to school, daycare, or babysitter and then off to work is the beginning of a mom's marathon. Shopping and running errands are often done on lunch breaks.

Working Moms are constantly juggling and multitasking, trying to make it through the day as best they can. In search of balancing their own needs with their responsibilities, Working Moms welcome time-saving offers for clothing, health, beauty and self-improvement products, insurance, credit cards, children's clothing and toys, magazine subscriptions and vacation offers.

Some Interesting Stats:

- Over 70% of mothers work.
- Almost 90% if working moms are the primary shopper for their household.
- 62% of moms are more likely to shop via their smartphones.
- 71% of moms use the Internet to get product information.

SELECTS

30 Day New Movers	\$15.00/M
90 Day MOB Hotline	\$5.00/M
Age	\$6.00/M
Children by Age	\$7.50/M
Dieters	\$7.50/M
Donors	\$7.50/M
Health & Natural Food Buyers	\$7.50/M
Homeowner	\$5.00/M
Income	\$6.00/M
Internet Connected	\$25.00/M
Length of Residence	\$5.00/M
MOB by Category	\$10.00/M
Occupation	\$10.00/M
State, Zip, SCF	\$5.00/M
Travelers	\$7.50/M

Source:

MOB, Self-Reported, Lifestyle and Transactional Data

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

100% Female
Median Age: 37
Median Household Income: \$36,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$6.50/M
ZIP+4	\$6.50/M



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